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Message Text

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PAGE 01 TOKYO 03532 091001Z

21
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
---------- 053630
R 090856Z MAR 76
FM AMEMBASSY TOKYO
TO USDOC USTS WASHDC
INFO SECSTATE WASHDC 7533

UNCLAS TOKYO 3532

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: WEEKLY HIGHLIGHTS FOR WEEK ENDING MARCH 8

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK ENDING MARCH 8. END SUMMARY.

JW-6-552. 1. USTS/TOKYO FIELD OFFICE DIRECTOR FRITZ SCHMITZ ATTENDED A MEETING IN GUAM OF THE GUAM VISITORS BUREAU BOARD MEMBERS, LOCAL GOVERNMENT OFFICIALS AND TRAVEL INDUSTRY REPRESENTATIVES TO DISCUSS THE PROPOSED GUAM ADVERTISING CAMPAIGN FOR JAPAN. DENTSU ADVERTISING, GVB'S NEWLY APPOINTED AD AGENCY, MADE A PRESENTATION BASED ON THE PROPOSED DOLS400,000-500,000 BUDGET. AT THIS MEETING, SCHMITZ ANNOUNCED THAT USTS WILL SUPPORT GUAM'S EFFORTS TO PROMOTE THIS NUMBER TWO U.S. DESTINATION FOR JAPANESE TRAVELLERS BY INCLUDING A GUAM MESSAGE IN USTS' OWN ADVERTISEMENTS IN JAPAN.

2. TWO LETTERS OF AGREEMENT FOR LOCAL TOUR DEVELOPMENT PROJECTS WERE SIGNED THIS WEEK: (1) DOLS2,500 SUPPORT FOR NIPPON EXPRESS COMPANY'S "CHILDREN'S GOODWILL MISSION TO DISNEYLAND" TOUR FOR A PROJECTED TOTAL OF 500 PASSENGERS AND DOLS229,875 REVENUE; AND (2) DOLS2,500 FOR YUSEN AIR/SEA SERVICE'S "DIAMOND" TOUR SERIES FOR APROJECTED TOTAL OF 2,040 PASSENGERS AND DOLS 937,890 REVENUE.

3. USTS/TOKYO HAS REACHED AGREEMENT ON TWO SPECIAL MEDIA PROJECTS AS FOLLOWS: (1) ZH350,000-CIRCULATION "MEN'S CLUB" MAGAZINE FOR PRODUCTION OF A TWO-PART YOUTH-ORIENTED TRAVEL FEATURE
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TOTALING FIFTY COLOR GRAVURE PAGES WORTH DOLS112,000 FOR

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PUBLICATION IN THE AUGUST AND SEPTEMBER ISSUES, PLUS AN
ADDITIONAL TWO- PART FEATURE TOTALING TWENTY COLOR PAGES WORTH
DOLS32,000 FOR PUBLICATION IN THE OCTOBER AND NOVEMBER ISSUES;
AND (2) THE TBS-TV COMMERCIAL NETWORK FOR PRODUCTION OF TEN
FIFTEEN-MINUTE TRAVEL FEATURES ON PUERTO RICO WORTH A TOTAL
OF DOLS391,000 FOR TELECAST ON THE "GOOD MORNING, WORLD"
PROGRAM TO BE SHOWN ON CONSECUTIVE WEEKDAYS FROM MAY 10 TO
21, 1976. TBS' FOUR-MAN FILM CREW WILL DEPART TOKYO ON APRIL
3. USTS/TOKYO IS SUPPORTING BOTH PROJECTS WITH CAB WAIVER FOR
AIR TRANSPORTATION FOR THE TWO JOURNALIST TEAMS.
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Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Draft Date: 09 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760378/aaaacqyb.tel
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To: COM
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